Introduction

The University of Colorado Anschutz Medical Campus is thriving like never before—with new buildings, a growing student body that’s the most diverse in our history, and more research and innovation leading to new companies and medical treatments that improve lives.

CU Anschutz has a great story to tell, and we need your help in telling it effectively and consistently to all our audiences.

This document explains how to incorporate and share the CU Anschutz identity with confidence and clarity. Successful incorporation of the elements within creates consistency within our brand, and helps us create strong, recognizable and memorable communications.
Consistent written and verbal communications are essential in building and maintaining trust with our internal and external constituents.
When referring to aspects of or programs on the campus that are owned and operated by the university, the proper term on first reference is University of Colorado Anschutz Medical Campus. Acceptable subsequent references are CU Anschutz Medical Campus and CU Anschutz.

When not proceeded by “CU” or “University of Colorado,” the term Anschutz Medical Campus refers to the greater physical location that also includes University of Colorado Hospital, Children’s Hospital Colorado and University Physicians, Inc.

**INCORRECT USE**
- AMC, CU AMC
- UCD, UC Denver, UCHealth
- any use of Denver
- Health Sciences Center, HSC
- any use of Fitzsimons
- Anschutz Medical Center
  (always campus, not center)
- CU as a stand-alone identifier
  (must always include “Anschutz”)
- at Anschutz, @ Anschutz, -Anschutz
  (no hyphens, “at” or @ symbol)

**Correct use**

**FIRST REFERENCE**

University of Colorado Anschutz Medical Campus

**SECOND/SUBSEQUENT REFERENCES**

1. CU Anschutz Medical Campus
2. CU Anschutz

When describing the greater, physical location that includes University of Colorado Hospital, University Physicians, Inc. and Children’s Hospital Colorado

Anschutz Medical Campus
School and unit names

The approved name for our schools and colleges should be used at all times. Maintaining clear name recognition is key to building and reinforcing a positive brand for our university.

Naming examples

CAMPUS
» University of Colorado Anschutz Medical Campus
» CU Anschutz Medical Campus
» CU Anschutz

SCHOOLS AND COLLEGES
» University of Colorado School of Medicine
» CU School of Medicine
» CU School of Medicine at the Anschutz Medical Campus
» Colorado School of Public Health at CU Anschutz

CENTERS AND DEPARTMENTS
» The Center for Bioethics and Humanities at CU Anschutz Medical Campus
» The Department of Pediatrics at the CU School of Medicine, on the Anschutz Medical Campus

School and college names
» School of Dental Medicine
» Graduate School
» School of Medicine
» College of Nursing
» Skaggs School of Pharmacy and Pharmaceutical Sciences
» Colorado School of Public Health

Unit Names
Whenever possible, the terms “Office of” and “Department of” should be excluded from unit name, to save space and increase viewer retention. For example:

» Academic Resources and Services
» Facilities Management
» Biochemistry and Molecular Genetics
» Research Development and Education
Core messages

Our core brand messages help guide how we communicate in a way that supports and promotes our identity, brand and mission.

EVERYDAY USE
Ask yourself the following when thinking of how to support our core brand messages:

» Does my school or unit marketing, communications and/or advertising incorporate, reflect and reinforce our core brand messages?
» Am I proactively incorporating our core brand messages into my content, messaging and speaking opportunities?
» Does the overall strategy for my school, unit or initiative support and reinforce our core brand messages?

Research improves health care
At CU Anschutz, our professors are practicing clinicians and researchers who, along with their students, translate advances in the lab to improved patient care in the clinic.

Connection to the community
CU Anschutz provides much needed health services to underserved areas and populations throughout Colorado.

Collaboration equals better outcomes
The Anschutz Medical Campus includes University of Colorado health care schools, multiple research enterprises and two affiliate teaching hospitals, all of which work collaboratively to continually improve the quality of patient care, research and education for health care professionals.
Boilerplate

The following messaging has been approved for common CU Anschutz applications, or anytime a standard overview is needed.

The University of Colorado Anschutz Medical Campus is the only comprehensive academic health sciences center in Colorado, the largest academic health center in the Rocky Mountain region and one of the newest education, research and patient care facilities in the world.

Home to almost 19,000 employees, more than 4,100 degree-seeking students and two nationally recognized hospitals, CU Anschutz trains the health sciences workforce of the future and fuels the state economy.

CU Anschutz features schools of medicine, pharmacy, dental medicine and public health, a college of nursing and a graduate school.
Our editorial style is based upon the Associated Press Stylebook and the style guidelines for the University of Colorado system, with the following refinements and additions.

For guidelines on how to refer to our campus, schools and units, see Name on page 5.

ACADEMIC DEGREES

Do not include periods when abbreviating academic degrees: BA, BFA, MBA, PhD, MD, etc.

Use an apostrophe in bachelor’s degree, master’s, etc. Do not use an apostrophe in bachelor of arts, bachelor of science or master of science.

Capitalize the degree when using the full formal name of the degree, but not when referring to a generic degree.

EXAMPLES:

- They all had master’s degrees in engineering.
- The university now offers a Bachelor of Arts in Accounting. He received a PhD in Biology last year.

ACADEMIC TITLES

When preceding a name, formal academic titles should be capitalized and spelled out. When they do not precede a name, use lowercase.

Longer titles should be placed after the name.

EXAMPLES:

- Earlier, Chancellor Don Elliman spoke on the issue. Brian Gerber, executive director of the Buechner Institute for Governance, agreed.

ACRONYMS

Acronyms and industry jargon should be avoided as often as possible in professional communications. Unless they are universally recognized (e.g., IBM), they act as an obstacle to reader comprehension and engagement.

BOARD OF REGENTS

» Board of Regents is capitalized on first reference. On second reference, regents is lowercase.

» Regent is capitalized before the full name of a regent.

» When using a regent’s full title, place the district after the name, separated by commas.

EXAMPLES:

- The next Board of Regents meeting is scheduled for May 25. The regents will review new degree programs and construction. Regent Sue Sharkey, Fourth Congressional District, will chair the discussion.
Editorial style (continued)

COMMONLY USED WORDS
- advisor (not adviser)
- campuswide (no hyphen)
- fundraising (no hyphen or space)
- health care (two words, unless part of a proper noun)
- semester hours (not credit hours)
- universitywide (no hyphen or space)

COMPOSITION TITLES
Use italics instead of quotations for books, movies, publications, etc.

COURSE TITLES
Use initial caps, no quotation marks or italics.

EXAMPLES:
- ENTP6642, Exploring Social Entrepreneurship
- IMSG6430: Information Systems Security and Privacy

NAMING CONVENTIONS AND BEST PRACTICES
- For current CU Anschutz Medical Campus naming conventions, see name on page 5.
- Less is more. Long names are difficult to share, and take up excess space in written form.
- When referring to academic and administrative units, the terms “Office of” and/or “Department of” should be removed whenever possible.

WEB AND INTERNET REFERENCES
- email (lowercase, no hyphen)
- e-commerce, e-book, e-newsletter (all compound e-words, other than email, are hyphenated)
- Internet (capitalized)
- website, webcam, webcast, webmaster (single word, lowercase, no space or hyphen)
- the Web (capitalized, short for the World Wide Web)

UNIVERSITY
Unless it is used as part of a proper campus name (e.g., University of Colorado Anschutz Medical Campus), the term “university” should not be capitalized.
Every touchpoint is an opportunity to prove who we are.

Using consistent visual elements to represent CU Anschutz is important to establishing a connection across all campus-related communications.

By taking an active, coordinated role in visually identifying ourselves, we build awareness, comprehension, participation and support for every CU Anschutz school, program and initiative.

Our identity system is built upon the master brand of the University of Colorado system, and further differentiates our unique traits, values and achievements.

For details on the CU Denver brand and identity system, visit ucdenver.edu/brand.

For details on other University of Colorado campus brands or identities, visit cu.edu/brand.
The primary CU Anschutz logo consists of two elements: the CU icon and the campus wordmark. It is our principal identifier, and cornerstone of our visual identity system.

- Default logo
- Minimum clear space
- Minimum size

An approved CU Anschutz logo is required in a prominent location on all university-related visual communications and advertising.

Our logos were created as single, unified graphics. Never separate, retype, replace, reposition, distort or add elements to them.

For questions or access to logo art files, contact brand@ucdenver.edu.
Alternate logo formats

To accommodate a wide range of applications and uses, three alternate configurations of the CU Anschutz logo are available.

A. Single-line
B. Centered
C. Small format (limited application)
D. Minimum clear space and minimum sizes

An approved CU Anschutz logo is required in a prominent location on all university-related visual communications and advertising.

Our logos were created as single, unified graphics. Never separate, retype, replace, reposition, distort or add elements to them.

For questions or access to logo art files, contact brand@ucdenver.edu.
In certain cases, CU Anschutz schools, colleges and units may require further differentiation from the primary campus logo. In these cases—subject to the eligibility requirements at right—a logo signature extension may be used.

Unit logos should be used sparingly, and only when the need to communicate the unit identity is greater than that of the university. When in doubt, use the primary CU Anschutz logo.

Custom logos and graphic marks are not permitted for school or unit identification. For more information, see Custom logos on page 18.

Our logos were created as single, unified graphics. Never separate, retype, replace, reposition, distort or add elements to them.

For questions or access to logo art files, contact brand@ucdenver.edu.

UNIT LOGO ELIGIBILITY

School of Dental Medicine  UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Department of Otolaryngology  SCHOOL OF MEDICINE  UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Office of Inclusion and Outreach  UNIVERSITY OF COLORADO ANSCHUTZ MEDICAL CAMPUS

Schools and colleges
Academic and administrative departments and offices
Groups and committees subject to member elections (Faculty Assembly, etc.)
Centers and institutes
University-managed clinics and patient-care sites (Sheridan Health Services, etc.)

Degree and certificate programs
Campaigns, initiatives, slogans, taglines
Student clubs and organizations (see Student club and organization identities on page 26 for more information)
Events and other time-based programs
Satellite alumni organizations
Non-permanent committees and organizations
Partnership and sponsor operations
Named school logos

CU schools and colleges that have been renamed to acknowledge a donor or philanthropic gift may use a slightly customized version of the standard unit logo signature, with the donor name highlighted.

In all other respects, named school logos follow the same rules and guidelines for logo use.

This approach applies to donor-named schools and colleges only. Named units, centers and programs are not eligible for this treatment.

Transitioning from a standard to named school logo requires advance approval from the CU Brand Identity Standards Board.

For questions about donor-named school logos, including access to approved logo art files, contact brand@ucdenver.edu.
Clinic logos

Logos for our clinics and patient-focused units and centers follow the same guidelines as for CU Anschutz units, with one exception.

Clinics and patient-focused sites located off campus are not required to include the term “Anschutz Medical Campus” beneath their name. This helps alleviate any audience confusion for those clinics located throughout the state.

Clinics and patient-focused sites located on campus follow the standard guidelines for unit logo extensions, including the listing of campus affiliation. See Unit logos on page 14 for more information.

Custom logos and graphic marks are not permitted for school or unit identification. For more information, see Custom logos on page 18.

Our logos were created as single, unified graphics. Never separate, retype, replace, reposition, distort or add elements to them.

For questions or access to logo art files, contact brand@ucdenver.edu.
Logo color options

All CU Anschutz logos are available in the following color variations.

- Color
- Reverse color
- Black
- White

Recoloring or altering the colors of our logos in any way is prohibited. Color combinations other than those listed at right are unacceptable and not permitted for use.

For questions or access to logo art files, contact brand@ucdenver.edu.
Custom logos

The brand equity for our university and associated schools, colleges and units is built upon their affiliation with CU Anschutz Medical Campus and the University of Colorado system.

The development or use of custom-designed logos or graphic symbols for identification are expressly prohibited for all CU academic, administrative, research and clinical units and groups.

More information can be found in CU System Administrative Policy Statement 2025, “University Brand Identity and Trademarks.”

For approved school, college and unit logo designs, see Unit logos on page 14. For other examples of unapproved use, see Unacceptable logo use on page 22.

If your unit employs a custom logo, contact brand@ucdenver.edu immediately to begin the transition process.

EVENT AND SPECIAL OCCASION MARKS

A custom mark may be used for special campus events and occasions (school anniversaries, etc.). These marks may include the university name as part of their design, but not the CU icon or any official CU logo.

All event and special occasion marks must receive prior approval from University Communications.
CU icon

The CU icon—also known as the interlocking CU—is the cornerstone of our visual identity system, and a consistent element in all CU visual expressions across our four campuses and initiatives.

When used on its own, the CU icon identifies a CU System entity, communication or initiative.

Use of the CU icon without a campus identifier is not acceptable for campus, school or unit-level communications, marketing or advertising.

See acceptable uses of the CU icon on its own at lower right.

For questions or assistance on using the CU icon as a stand-alone element, contact brand@ucdenver.edu.

**APPROVED USES**
- CU System identification
- Lapel pins
- Small imprint / limited embroidery areas (hats, ties, thumb drives, select apparel)
- Office / desktop nameplates
- Large, exterior building signs (Design Review Board approval required)

**UNACCEPTABLE USES**
- To identify campus-specific locations, entities, programs, initiatives or events
- As a watermark or background image
- As a repeating pattern or texture (bookstore/retail items excluded)
- As a design or art element in any print or electronic application (brochures, posters, fliers, online ads)
- Combined with other logos or graphics
### Spirit and athletic identities

Use of CU spirit and athletic identities or marks—including the CU Denver Lynx, Colorado Buffaloes and UCCS Mountain Lions—are exclusive to the departments of intercollegiate athletics and/or offices of university communications at their respective institutions.

All CU spirit identity use at CU Anschutz requires prior approval from the specific campus brand manager.

CU Anschutz schools, colleges and units may not combine other CU campus spirit marks or logos with their name or identity.

Reproduction of CU spirit and athletic identities on apparel and promotional items is managed by the Trademarks and Licensing program. More information is available on page 47.

<table>
<thead>
<tr>
<th>Spirit / team identity</th>
<th>CU Anschutz</th>
<th>CU Denver</th>
<th>CU Boulder</th>
<th>UCCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spirit mark / team logo</td>
<td>N/A</td>
<td>CU Denver Lynx Mile (costumed mascot)</td>
<td>Colorado Buffaloes Ralphie (animal, logo) Chip (costumed mascot)</td>
<td>UCCS Mountain Lions Clyde (costumed mascot)</td>
</tr>
<tr>
<td>Eligibility and use</td>
<td>N/A</td>
<td>CU Denver club sports; limited school spirit-focused events, promotions and communications</td>
<td>CU Boulder intercollegiate athletics; limited school spirit, alumni activities and communications</td>
<td>UCCS intercollegiate athletics; limited school spirit, alumni activities and communications</td>
</tr>
<tr>
<td>For more information:</td>
<td><a href="mailto:brand@ucdenver.edu">brand@ucdenver.edu</a></td>
<td><a href="mailto:brand@ucdenver.edu">brand@ucdenver.edu</a></td>
<td><a href="mailto:cubrand@colorado.edu">cubrand@colorado.edu</a></td>
<td>uccs.edu/advancement</td>
</tr>
</tbody>
</table>
Co-branding

A small number of entities at the university operate under the auspices of, or in conjunction with, external entities (such as the federal government). In select cases, these units may be eligible to combine the external entity’s logo with the university logo in an intentional, brand-supportive format.

Co-branding cases are rare, and subject to the eligibility requirements and approval process at right.

For more information on co-branding, contact brand@ucdenver.edu.

CO-BRANDING ELIGIBILITY:

1. The group must have a permanent, long-standing contractual connection establishing them as a joint entity between the university and an outside party, or be an official university institute founded and recognized by the CU Board of Regents.

2. The group must justify how the use of a co-branded logo will benefit their business objectives over that of a standard CU logo.

3. The group must receive a co-branding recommendation from their director, their dean (when applicable) and the chancellor.

4. The group must submit a formal proposal detailing the elements above to the CU Brand Identity Standards Board. The board ultimately approves or denies all University of Colorado co-branding requests.

GENERAL GUIDELINES FOR CO-BRANDED ENTITIES:

» Once approved, co-branded logos may be used for marketing, communications and promotional purposes—including on university stationery.

» Co-branded logos can be used with or without an accompanying wordmark identifying the entity and/or university.

» In all other aspects (size, clear space, unacceptable use, etc.) co-branded logos follow the same usage guidelines as for standard university logos.

APPROVED CO-BRANDING EXAMPLES:

[Images of approved co-branding examples]
To actively promote and leverage the CU Anschutz brand and identity, the official, approved logo artwork should be used for all visual communications and placements.

Use only official logo artwork, as created and managed by University Communications.

Always observe the logo standards for color, clear space and minimum size.

Do not attempt to “design” your own official logo using these guidelines. All logo art must be created by University Communications.

Our logos were created as single, unified graphics. Never separate, retype, replace, reposition, distort or add elements to them.

Do not download and use university website mastheads in place of official logo art.

Do not recolor or redesign our logos.

Do not add special effects or adornments.

Do not combine with other logos or graphics into a single element—including additional CU campus, school or unit logos.

For questions or access to logo art files, contact brand@ucdenver.edu.
University seal

The University of Colorado system uses two versions of its seal: the official seal (with our official creed displayed in Greek) and the commercial seal (with our creed displayed in English). Use of both is limited, and subject to the approval processes outlined at right.

For more information on the university seal, contact brand@ucdenver.edu.

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**OFFICIAL SEAL**

The official seal is reserved for diplomas, official transcripts, records and admissions documents; written agreements and contracts; and certification of Board of Regents actions.

It is also used on the president’s chain of office, the university mace, commencement programs, regent regalia, and Board of Regents publications and associated collateral.

Use of the official seal for purposes other than those described above is expressly prohibited, and requires formal approval from the secretary of the Board of Regents.

**COMMERCIAL SEAL**

The commercial seal has limited application and is used primarily for approved signage and podiums, as well as select promotional items and laboratory coats for CU physicians and researchers.

It may not be substituted for approved university logos on official stationery, marketing collateral, advertising, web pages, electronic applications, general signage, vehicles or apparel.

All other uses of the commercial university seal must receive advance approval from the campus brand manager.
Logo pairing with hospital partners

Under select circumstances—most notably in external communications and advertising—the need exists to display our identity alongside that of one of our hospital partners. In these cases, and under the guidance of University Communications, an approved logo lockup may be deployed.

Use of any combined lockup requires prior approval from University Communications.

When used, the CU Anschutz logo (or school logo, when appropriate) is always positioned equally to that of the partner hospital. Whenever possible, similarly styled logos (centered + centered, horizontal + horizontal) should be used.

For more information on using our logo alongside those of our partner hospitals or other external organizations, contact brand@ucdenver.edu.
Visual identities for schools, colleges and units

A visual identity—as opposed to a stand-alone logo—is a comprehensive strategy for generating awareness and recognition across all visual communications and media. Visual identities include a specific creative direction, colors, imagery, illustration and distinctive typography.

CU Anschutz schools, colleges and units are welcome to develop their own visual identity, as long as it does not include a custom logo and actively supports the CU Anschutz brand and identity.

BEST PRACTICES

+ Be strategic. Determine whether the standard CU Anschutz identity, or a custom identity, will be stronger for your audience and needs.

+ Consult University Communications to ensure your visual identity supports the CU Anschutz brand and identity.

+ Actively incorporate our core identity elements—name, logo, colors, typeface—into all custom visual identities and expressions.

+ Do not create or use a custom logo as part of your identity.

For more information on developing a custom visual identity, contact brand@ucdenver.edu.
Student club and organization identities

Student clubs, organizations, honor societies, professional associations and faith-based groups are an important part of the university experience, and a vital component of our brand and identity.

Affiliated and associated student groups are encouraged to incorporate the CU Anschutz identity and logo in their communications, apparel and promotions. All uses must adhere to the guidelines in this document.

Independent student groups not affiliated with CU Anschutz may not use our names, logos or other identifying elements for communication, identification, or promotion.

For more information about eligible CU Anschutz student clubs and organizations, contact Campus Student Services.

CUSTOM MARKS FOR STUDENT GROUPS
A custom mark may also be used for student group identification. These marks may not include CU names, icons or any official logos as part of their design.

When incorporating a custom mark for student groups, an official CU Anschutz logo must always be included in a separate location.

All custom marks must receive prior approval from the campus brand manager.
Official colors

The official colors for CU Anschutz Medical Campus are black and gold. They are used consistently throughout the entire University of Colorado system, and provide a clear visual connection to our brand and heritage.

In addition to an official logo, prominent and highly visible use of our official colors is mandatory for all CU Anschutz visual communications and expressions.

Download an Adobe Swatch Exchange (ASE) file containing our official colors at ucdenver.edu/brand.

To maintain brand consistency, always reproduce our colors using the official color values shown on this page.

CU Black
Pantone / PMS Black
C:0 / M:0 / Y:0 / K:100
R:0 / G:0 / B:0
#000000

CU Gold
Pantone / PMS 466
C:0 / M:10 / Y:48 / K:22
R:207 / G:184 / B:124
#CFB87C
Vegas Gold (thread / fabric)
The following accent colors have been developed to work with CU black and gold.

Neither the colors at right, nor any other colors, should be used as replacements for the official CU black and gold.

Accent colors should be used sparingly, and only to augment and expand the range of visual expression.

RECOMMENDED COLOR PROPORTIONS:
(excluding white or clear space)

Download an Adobe Swatch Exchange (ASE) file containing our accent colors at ucdenver.edu/brand.
The University of Colorado’s official typeface is **Neue Helvetica** (pronounced *noy-a* or *new*). It is a simple, clean typeface that is legible across multiple media and sizes.

In addition to an official logo, our typeface is a mandatory element in all CU Anschutz visual expressions and designs.

Neue Helvetica is available in over 50 weights. The most common uses are illustrated at right.

Neue Helvetica is available for purchase in multiple formats and packages from fonts.com.

In cases where Neue Helvetica is unavailable for print or digital communications, Arial may be used as a substitute.

**WEB TYPEFACE**

Our typeface for web communications is **Source Sans Pro**, offered by Google Fonts.

For questions about our official typeface, contact brand@ucdenver.edu.

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**Neue Helvetica 45 Light**

AaBb0123

Neue Helvetica 45 Light

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Neue Helvetica 75 Bold**

AaBb0123

Neue Helvetica 75 Bold

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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**Neue Helvetica 47 Light Condensed**

AaBb0123

Neue Helvetica 47 Light Condensed

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Neue Helvetica 77 Bold Condensed**

AaBb0123

Neue Helvetica 77 Bold Condensed

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
In select cases (e.g., formal or black-tie invitations, youth-focused communications), the incorporation of a typeface other than Neue Helvetica may make sense from a strategic or visual standpoint.

The examples at right show how Neue Helvetica may be paired with other typefaces for visual interest and contrast, while maintaining our brand identity.

The samples at right are examples only; not official or approved alternates for our official typeface.

For assistance with pairing our typeface with other fonts, contact brand@ucdenver.edu.
Effective, brand-supportive communications are not limited to marketing and advertising. The most common methods of communication—email, phone, even mailed correspondence—are equally valuable opportunities to positively establish ourselves through the correct and consistent application of our identity.
Stationery system

In order to present a coordinated and consistent appearance in business communications and correspondence, the design and layout for all CU stationery is standardized throughout the University of Colorado system.

Deviations from the format of any kind—including custom layouts, designs, changes in type size or font, or graphic additions or replacements—are not permitted.

LOGO USE

Logo use on stationery is limited to the primary campus logo, with the following exceptions:

» Skaggs School of Pharmacy
» University of Colorado Cancer Center
» Center for Women’s Health Research
» Colorado Clinical and Translational Sciences Institute (CCTSI)
» Colorado School of Public Health (executive administration only)

The primary campus logo is the only approved option on business cards and stationery for all other CU Anschutz schools and units.

All stationery change requests and exceptions must be approved in advance by the CU Brand Identity Standards Board.

ADDRESSING

Addresses must conform to USPS standards. Mailpieces using non-profit or bulk mail indicia may have additional addressing requirements. Contact Mail Services for more information.

STATIONERY ORDERS

Printing Services is the authorized vendor for all CU Anschutz stationery. Use of outside vendors is not permitted. To order, visit ucdenver.edu/printingservices or call (303) 724-6414.

ELECTRONIC LETTERHEAD

Electronic letterhead templates are available at ucdenver.edu/brand.
Phone and voicemail

When answering calls or recording your voicemail message, incorporating the following best practices will ensure you are clearly and accurately reinforcing the CU Anschutz identity for each caller.

⊕ Always clearly identify your affiliation with CU Anschutz and your school, college or unit—especially when communicating with external audiences.
⊕ Be sure to always use correct naming conventions.
⊕ Maintain an air of professionalism relevant to your unit or position.

**EXAMPLES (PHONE ANSWER):**

“CU Anschutz Bookstore, this is Jane. How may I help you today?”

“CU School of Medicine; this is Maria.”

**EXAMPLE (VOICEMAIL):**

“Hello, you’ve reached Jane Smith in Campus Student Services at CU Anschutz Medical Campus. Leave your name, number and a brief message, and I will return your call as soon as I can.”

“This is Ted Johnson, media specialist in University Communications at CU Anschutz Medical Campus. I’m away from my desk right now; please leave your name, number and a detailed message and I will call you back as soon as I return. Thanks.”
Email signature

Your email signature should accurately reflect both your information and that of the university. The format at right is preferred for all CU Anschutz faculty and staff.

Email signature templates are available for download at ucdenver.edu/brand.

BEST PRACTICES:
⊕ Extend information as needed for extra address or contact information.
⊕ Include a CU Anschutz logo beneath the signature (optional).
⊕ Include social media icons or links as necessary.
⊕ Limit email signature fonts to Neue Helvetica or Arial only.
⊕ Limit email signature text color to black or dark gray only.
⊕ Do not use school or unit logos in email signatures.
⊕ Do not include background colors, textures or additional graphics in email signatures.
⊕ Do not include personal quotes or messages in your email signature, as they may run counter to the university’s established personality or messaging.

EMAIL SIGNATURE TEMPLATE

Your name | Position or Job Title
School, college or unit | Parent unit / group (optional)
University of Colorado Anschutz Medical Campus
123 456 7890 (office) | 123 456 7890 (mobile)
first.last@ucdenver.edu | ucdenver.edu/webaddress

EXAMPLES

Jane Smith, MD | Professor
School of Medicine, Department of Family Medicine
University of Colorado Anschutz Medical Campus
123 456 7890 (office) | 123 456 7890 (mobile)
jane.smith@ucdenver.edu | medschool.ucdenver.edu

John Doe | Director
Office of Inclusion and Outreach
University of Colorado Anschutz Medical Campus
123 456 7890 | john.doe@ucdenver.edu
ucdenver.edu/outreach

IDENTITY STANDARDS | CU ANSCHUTZ MEDICAL CAMPUS | 34
Maintaining a coherent and coordinated visual strategy—including print, digital, online, outdoor, apparel and display—helps CU Anschutz Medical Campus create awareness and reliability, and provides for more efficient, memorable communications and brand placements.

The following section details some of the more common applications of the CU Anschutz brand, including guidelines and best practices for general and specific uses.

For questions on applying the CU Anschutz brand consistently, contact brand@ucdenver.edu.
Photography

Today, 90% of all information transmitted to the brain is visual—and the average human processes visuals 60,000 times faster than text. This makes imagery an essential tool to reinforce our identity, brand and core messages.

Whenever possible, we use a documentary or editorial approach for CU Anschutz visual storytelling. To support this strategy, our photography should feature:

⊕ Strong points of focus
⊕ Narrow depth of field
⊕ Natural lighting
⊕ Real-world settings and people
⊕ Genuine action and spirit
⊕ Honest, authentic moments

To view and download official university imagery, visit photos.ucdenver.edu.
As with our still imagery, video and interactive content are some of the strongest ways to reach your audience with memorable, brand-supportive communications.

The following best practices will help your video content support both your unit strategy and the greater CU Anschutz brand.

- Create for widescreen (16:9) format
- Include title and closing cards (also known as “bumpers”) with the CU Anschutz logo to clearly identify ownership and affiliation
- Look for ways to incorporate the university’s colors and typography into your video’s design (in lower thirds, background graphics, etc.)
- Observe the approved naming guidelines for all spoken and visual content
- Develop a content distribution strategy to ensure your content is seen and shared
- If your content will be housed online (via YouTube, etc.) make sure your video’s title is clear, concise and easy to comprehend

For questions on video and multimedia projects, including help locating resources and vendors, contact marketing@ucdenver.edu.
The following applies to all university related print communications and advertising.

Make CU Anschutz affiliation obvious. Correct use of our name, prominent placement of our logo, strong use of our official colors, typeface and core brand messages ensures your communication benefits from the greater awareness and brand equity of the campus identity.

Use concise, compelling and memorable content along with strong visuals to attract viewers and reinforce the campus personality.

Be strategic. Know your audience, the intended result of our communication and how it fits into both your communications and operations strategy, and that of the campus.

Involve University Communications during the development process to ensure your communication or ad works in concert with other campus and unit marketing and advertising. Send designs to brand@ucdenver for review before publication.

Do not include multiple CU logos. When multiple units are involved, use the parent school or unit logo instead. When in doubt, use the CU Anschutz logo and identify specific schools and units in content.

Design templates are available for download at ucdenver.edu/brand.
Research and scientific posters

Research and scientific posters both showcase the accomplishments and expertise of our faculty, and create memorable connections with the CU Anschutz identity and brand.

- Use an approved poster template, available from Printing Services or ucdenver.edu/brand.

- Make CU Anschutz affiliation obvious. Prominent placement of our logo in the header area, correct use of our name throughout, inclusion of our official colors, typeface and core brand messages will help your poster benefit from the greater awareness and brand equity of the campus identity.

- Poster titles should be both accurate and memorable. Use concise, attention-grabbing content whenever possible.

- Clearly indicate the authors—as well as the parent school or unit—in the subhead area.

- Ensure your content is clear, concise and legible from up to 10 feet away.

- Do not include multiple CU logos on research posters. When multiple units are involved, use the parent school or unit logo instead. When in doubt, use the CU Anschutz logo and identify specific schools and units in content.

Poster templates are available at ucdenver.edu/brand and via Printing Services.

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Title that hints at the underlying topic or question

Author name(s) here

DEPARTMENT NAME | SCHOOL, COLLEGE OR UNIT (IF APPLICABLE)
A simple and effective way to ensure your printed and display communications proactively leverage the CU Anschutz brand is to incorporate an approved branding bar into the design. This simple addition adds an element of coherence and authenticity to visual expressions at all levels.

- Use the approved branding bar artwork.
- Do not redesign, alter or replace branding bar elements.
- Do not add school or unit logos to visual communications containing a branding bar. Instead, use a headline or text to indicate the school, program or department doing the communicating.

Approved branding bar artwork is available for download at ucdenver.edu/brand.
Certificates

- **Use an approved template.** This ensures authenticity, especially for certificates that become part of a student’s or employee’s permanent record.

- **Limit certificate content to the basics.** Type of certificate, awardee, date, subject, etc.

- **Only certificates that are reported to the Colorado Department of Higher Education by the Registrar’s Office may incorporate the university seal. All other certificates must use the CU Anschutz Medical Campus logo.**

- **Do not include multiple CU logos.** When multiple units are involved, use the CU Anschutz logo and list units separately.

Certificate templates are available for download at ucdenver.edu/brand.
Social media

Today more than ever, social media is a vital communications tool, and an effective way to build engagement and curate mutually-beneficial conversations with your audience.

四 Be strategic. Identify the need for a social media presence, then develop a strategy and communications plan before claiming your accounts.

四 Make CU Anschutz affiliation obvious. Correct and prominent use of our name, official colors, typeface and core brand messages throughout your social media presence help your strategy benefit from the greater awareness and brand equity of the campus identity.

四 Communicate often—and honestly. Depending on the social media tool and your overall strategy, content should be created and/or shared 1-5 times per day. Authenticity and transparency are mandatory to developing lasting relationships and interest.

For access to social media profile art, or for help with social media strategy, visit social.ucdenver.edu or contact the university’s social media manager.
Websites

Our online presence is vital to building and maintaining a consistent user experience and connection to the CU Anschutz identity.

To maintain coherence and clarity, a system of interconnected visual templates and guidelines have been put in place for all CU Anschutz school, unit and center websites. This strategy is managed by the Web Governance Group.

BEST PRACTICES FOR WEBSITES

⊕ Make CU Anschutz affiliation obvious. Correct and prominent use of our name, logo, official colors, typeface and core brand messages ensures your web presence benefits from the greater awareness and brand equity of the campus identity.

⊕ A standard website masthead and footer are required on all university-related web pages.

⊕ Consult with University Web Services before beginning any web development or design work.

⊕ Develop a user needs assessment and content strategy before publishing any web projects.

Website masthead images are for use on university websites only. Do not download masthead images for use as logos. Instead, always use an approved unit or campus logo. See logo on page 12 for more information.

More information on our website identity and design standards can be found at ucdenver.edu/uws.
Event materials

NAMETAGS

Nametag designs are standardized throughout the University of Colorado system. See example at right.

TABLE DRAPES AND BOOTH DESIGNS

+ Table drapes are for table identification only. They should feature a prominent CU Anschutz or unit logo.

+ Use black or gold fabric for table drapes to support a consistent experience across CU Anschutz schools and units.

+ Booths and tradeshow displays should be designed to prominently identify with CU Anschutz. Correct use of our name, prominent placement of our logo, strong use of our official colors, typeface and core brand messages will help your display benefit from the greater awareness and brand equity of the campus identity.

✖ Do not include multiple CU logos on table drapes and event displays. When multiple units are involved, use the parent school or unit logo instead. When in doubt, use the CU Anschutz logo and identify specific schools and units in content.

For questions, access to nametag and event-related templates and preferred vendor information, contact brand@ucdenver.edu

TABLE DRAPE EXAMPLES
Presentations

Presentations—whether internal or external—are valuable opportunities to promote and share the CU Anschutz identity and brand.

BEST PRACTICES FOR PRESENTATIONS

+ **Make CU Anschutz affiliation obvious.** Correct and prominent use of our name, logo, official colors, typeface and core brand messages ensures your web presence benefits from the greater awareness and brand equity of the campus identity.

+ **Use concise, compelling and memorable content** along with strong visuals to engage viewers and break up content.

+ **Be strategic.** Know your audience, the intended result of our presentation and how it fits into both your communications and operations strategy, and that of the campus.

- **Do not include multiple CU logos on the same slide.** When multiple units are involved, use the parent school or unit logo instead. When in doubt, use the CU Anschutz logo and identify specific schools and units in content.

Presentation templates are available for download at ucdenver.edu/brand.
Apparel and merchandise

The following general guidelines apply to all CU Anschutz-related apparel and merchandise:

⊕ All apparel and merchandise must be ordered from a licensed vendor. See page 47 for more information.

⊕ Make CU Anschutz affiliation obvious. Correct and prominent use of our name, logo, official colors and typeface on all apparel and merchandise reinforces the greater awareness and brand equity of the campus identity.

⊕ Be strategic. Know your audience, the intended result of your apparel or merchandise order and how it fits into both your communications and operations strategy, and that of the campus.

✖ Do not include multiple CU logos on the same item of apparel or merchandise. When multiple units are involved, use the parent school or unit logo instead. When in doubt, use the CU Anschutz logo and identify specific schools and units elsewhere.

✖ Do not use other CU campus athletic or spirit identities to identify CU Anschutz, its schools or units. For more information, see Spirit and athletic identities on page 20.

For questions and artwork approval, contact brand@ucdenver.edu.
Apparel and merchandise: Unacceptable use

The list below—and visual examples at right—describe common misuses of CU Anschutz Medical Campus merchandise and apparel:

✖ Using an unlicensed vendor. See Trademarks and licensing on page 47 for more information.

✖ Redesigning or reworking the approved logo. See unacceptable logo use on page 22 for more information.

✖ Including multiple CU logos in the same imprint area.

✖ Using the CU icon incorrectly. See CU icon on page 19 for more information.

✖ Using another CU campus mascot or athletic/spirit identity on CU Anschutz apparel and merchandise. See Spirit and athletic identities on page 20 for more information.

For more information on apparel and merchandise artwork—including review and approval of proposed designs—contact brand@ucdenver.edu.
Trademarks and licensing

The University of Colorado’s Licensing and Trademarks Program works to promote, enhance and elevate the image of CU Anschutz by authorizing the use of all university-related names, logos and trademarked identifiers on high-quality and tasteful merchandise.

All apparel and merchandise orders featuring CU names, marks or trademarked elements are required to be produced through a licensed vendor.

For more information on trademarks and licensing, contact brand@ucdenver.edu.

The University of Colorado requires that all individuals, organizations, departments and companies—both internal and external—utilize licensed vendors for any and all apparel or merchandise that display CU proprietary elements, regardless of the method of distribution. This formal licensing program is administered through University Communications and in partnership with the Collegiate Licensing Company (CLC).

A current list of vendors licensed to reproduce CU marks and proprietary elements can be found at clc.com/Licensing-Info/Client-License-List.aspx. In the “Pick a School” dropdown, select “Colorado, University of.”
Information and acknowledgments

QUESTIONS, COMMENTS AND SUGGESTIONS
brand@ucdenver.edu

LOGO AND TEMPLATE ARTWORK
ucdenver.edu/brand

PHOTO DATABASE
photos.ucdenver.edu

UNIVERSITY COMMUNICATIONS
Mail Stop F413
Building 500, ground floor
13001 East 17th Place, Suite CG009
Aurora, CO 80045
ucdenver.edu/ucomm

UNIVERSITY OF COLORADO SYSTEM BRAND IDENTITY STANDARDS BOARD
cu.edu/brand-and-identity-guidelines/university-brand-identity-standards-board